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RURAL ELECTRIFICATION ADMINISTRATION

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The Rural Electrification Administration is tabulating the results of an electric appliance survey being completed in several Ohio counties, it was announced today. The survey was conducted by a house-to-house canvass of all dwellings, stores and other establishments within a half-mile of the lines of 10 REA-financed electric cooperatives. Young people under the supervision of National Youth Administration county officers, working, for purposes of this survey, under the direction of REA's utilization research staff, conducted the study.

The information was gathered by personal interviews with users and non-users of electricity. Precise and accurate data on how members of the cooperatives are using their new service were obtained. Non-users were asked about what factors, such as lack of interest, cost, need for more information, and landlord objections, kept them from becoming members of cooperatives.

Facts collected included location, type and size of dwelling, whether in village or open country, whether farm or non-farm, acreage, ownership, previous cooperative experience of those interviewed, electrical appliances in use, ownership of non-electric power equipment, type of fuels used for cooking, presence and type of plumbing facilities, and, finally, a month-by-month record of current used by member-consumers on the REA-financed systems.

When the tabulation is completed, the information it yields will aid REA and the cooperatives in formulating future policies and procedures. The data on rural electrification benefits and needs are expected to be more complete and inclusive than any previously compiled, especially since the number of rural Americans to whom electricity is available has tripled since the last census was taken in 1930.

The survey was a fact-finding undertaking for guidance in rural electrification matters, and no individual returns will be made public.

The cooperatives in whose territory the study was conducted are:

The Pioneer Rural Electric Cooperative, of Piqua; the Marion Rural Electric Cooperative, of Marion; the Holmes Rural Electric Cooperative, of Millersburg; the Licking Rural Electrification, Inc., of Newark; the Darke Rural Electric Cooperative, of Greenville; the Tuscarawas-Coshcocton Electric Cooperative, of Coshcocton; the Lorain-Medina Rural Electric Cooperative, of Wellington; the South-Central Rural Electric Cooperative, of Lancaster; the Logan County Cooperative Power and Light Association, of Bellefontaine, and the Butler Rural Electric Cooperative, of Hamilton.

The work done by the youths conducting the canvass of these 10 projects has been so satisfactory that REA is now contemplating enlarging the study to cover areas in all parts of the United States.

